



City of Loma Linda Official Report

Floyd Petersen, Mayor
Stan Brauer, Mayor pro tempore
Robert Christman, Councilmember
Robert Ziprick, Councilmember
Charles Umeda, Councilmember

COUNCIL AGENDA: December 13, 2005

TO: City Council

VIA: Dennis R. Halloway, City Manager

FROM: Deborah Woldruff, AICP, Community Development Director

SUBJECT: DEVELOPMENT CODE AMENDMENT (DCA) NO. 05-03 (OFF-SITE SUBDIVISION DIRECTIONAL SIGNS). THE CITY OF LOMA LINDA IS REQUESTING TO AMEND CHAPTER 17.18.190 OF THE LOMA LINDA MUNICIPAL CODE (LLMC) TO REVISE THE REQUIREMENT THAT LIMITS THE NUMBER OF OFF-SITE SUBDIVISION DIRECTIONAL SIGNS.

RECOMMENDATION

The recommendation is that the City Council takes the following actions:

1. Approve and Adopt the following Ordinance for the expansion of the off-site subdivision directional signs – City wide:
 - a. Council Bill #O-2005-21 (Resolution) – (First Reading/Set Second Reading for January 10, 2006 As a Public Hearing) Through resolution adopt the amendments to Chapter 17.18.190 to increase the number of placed signs from 12 to 18 (Attachment A).

BACKGROUND

In October 2005, the Baldy View Chapter of the Building Industry Association (BIA) of Southern California submitted a letter requesting to amend the LLMC sign code requirements that limit the number of kiosk structures that can be placed at any one time. The City has a long-standing agreement with the BIA for the implementation of the Off-site Directional Kiosk Sign Program.

On December 7, 2005, the Planning Commission opened the public hearing for the proposed amendment. After the discussion on the sign program standards and the proposed increase in

placed signs and approved sign locations, the Commission forwarded a recommendation to approve the proposed ordinance.

Currently, the LLMC allows a maximum of 12 kiosks that can be placed at any of the 22 approved locations. The City is experiencing an influx of development which necessitates the placement of additional sign structures that direct potential home buyers to the model homes of various new housing developments.

ANALYSIS

Project Description

The project is a City initiated request to amend the LLMC, Title 17 to revise Chapter 17.18.190, Off-site subdivision directional signs, which would revise the number of kiosk signs that can be placed at any one time. The proposed ordinance will allow the City Council to amend the number of signs from 12 to 18 through the adoption of a resolution. The resolution will state the maximum of off-site subdivision directional signs. The actual amendment language is attached to this report.

Public Comments

As of the writing of this report, there have been no written or oral comments received in opposition or in favor of the proposal.

Analysis

Since 1990 the City of Loma Linda has seen a significant increase in residential development (approximately 1,500 units). With the anticipated adoption of the new General Plan and the approvals of several large planned communities, the expansion and development of residential projects will continue. Currently, the City's Off-site Directional Kiosk Sign Program allows the placement of 12 maximum kiosk signs at any of the original 14 approved sites. This was adequate in the past when the construction of residential projects was moderate. However, the recent accession of residential tracts necessitates the need for revision of the sign code.

The new provisions will more efficiently direct potential home buyers to the locations of the various residential tracts. Additionally, the new ordinance eliminates the potential clutter of illegal signs by expanding the definition for directional sign placement. The locations of these signs will be subject to an approved sign permit, which will address (among other things), line of site issues and the appropriateness to the surrounding neighborhoods.

Some cities in the area, such as Adelanto, Murrieta, and Chino Hills have adopted ordinances that establish specific guidelines for off-site subdivision directional signs within their city limits. These guidelines were designed to regulate the sign kiosks by addressing safety, aesthetics, and placement criteria for such signs. In addition, the sign ordinances of the mentioned cities have no limitations to the number of allowable off-site subdivision signs. And according to the BIA, Baldy View Chapter, out of 17 municipalities in the San Bernardino and Los Angeles Counties

for which the company currently administers off-site directional sign programs, Loma Linda is the only city that limits the number of kiosk structures.

Findings

Text amendments to zoning documents are considered legislative acts and do not require findings. However, State law does require that the zoning be consistent with the General Plan. Policy No. 6 in the existing General Plan states the following:

“Adequate housing is necessary for the well-being of Loma Linda citizens and should be available in diverse types and styles in a variety of locations for all economic segments of the community and for all persons regardless of age, race, and ethnic background.”

The City of Loma Linda is world renowned for its medical and educational facilities which attract people from all over. Loma Linda is a scenic community that is situated in the heart of the Inland Empire which is ideal for residents who want an alternative to the intense city life but still experience a cosmopolitan outlook. Many developers see Loma Linda as a prototypical community of the future which is one of the reasons why the City has seen a significant increase in residential development in recent years. For this reason, additional kiosk signs are necessary to direct future, residents to the proper locations of new residential developments.

Amending LLMC Title 17 fosters cooperation with the development community by revising the ordinance to provide much needed exposure for new housing developments. The increase in the number of off-site subdivision directional signs will further assist potential buyers to find the locations of new housing tracts.

Implementing and installing the Off-site Directional Kiosk Sign Program through the BIA facilitates conformance with specific criteria. This ensures the appropriateness and uniformity of signs, especially along major roadways and commercial corridors in the city. Furthermore, each new proposed sign will be subject to specific sign application review prior to approval.

ENVIRONMENTAL

California Environmental Quality Act (CEQA) Compliance

Staff has determined that the project is not subject to the California Environmental Quality Act (CEQA) pursuant to the CEQA Guidelines Section 15061(b)(3), which states the activity is covered by the general rule that CEQA applies only to projects [that] have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Amending the LLMC to increase the number of off-site directional kiosk signs would not result in any significant environmental impacts due to the narrow scope of the project. Any future modifications to the proposed ordinance would be reviewed for potential environmental impacts, including any impacts related to the increase in the number of established kiosk signs.

FINANCIAL IMPACT

The revised ordinance require new kiosk signs to be approved through a sign permit application. The application process will address aesthetics and site appropriateness ensuring consistency with the development standards of the sign ordinance. The processing fee for each sign permit application is \$220, which is paid at the time of submittal. Permits are valid until the sign is removed or relocated.

ATTACHMENTS

1. Council Bill #O-2005-22 (Ordinance)
Attachment A – Text Amendment
2. Attachment B - Resolution

I:\Ordinances\Off-Site Subdivision Directional Signs\CCSR 12-13-05.doc

Attachment A

(Council Bill # O-2005-22, Draft Ordinance)

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOMA LINDA AMENDING CHAPTER 17.18.190 OF TITLE 17 OF THE LOMA LINDA MUNICIPAL CODE TO AMEND THE REQUIREMENT THAT LIMITS THE NUMBER OF OFF SITE SUBDIVISION DIRECTIONAL SIGNS.

THE CITY COUNCIL OF THE CITY OF LOMA LINDA DOES HEREBY ORDAIN AS FOLLOWS:

WHEREAS, the Land Use Element of the Loma Linda General Plan requires the City to encourage a harmonious mix of residential, commercial and industrial land uses which will generate sufficient tax revenues to pay the costs of maintaining the desired levels of services and adequate infrastructure facilities, and it also states that the City will “Require that the design and siting of new residential development meet locational and development standards that ensure compatibility with adjacent land uses and community character”, and

WHEREAS, the proposed amendment to the Land Use Development Code is consistent with the goals and policies of the City of Loma Linda General Plan, and

WHEREAS, the City has a responsibility to assure adherence to the General Plan in meeting the needs and desires of its residents and the community in general, and

WHEREAS, the Planning Commission of the City has considered these proposed amendments at a duly noticed public hearing on December 7, 2005, and recommended that the City Council adopt the proposed amendments, and

WHEREAS, the Department of Community Development of the City has evaluated the potential environmental impacts that could result from the adoption of an ordinance establishing standards and review procedures for residential kiosk directional signs in the City, and has found that the proposed zoning regulations are not subject to the California Environmental Quality Act (CEQA) and CEQA Guidelines, and

WHEREAS, the City Council has reviewed and considered the information in the Agenda Report, as well as public testimony presented at the hearing.

THE CITY COUNCIL OF THE CITY OF LOMA LINDA DOES ORDAIN AS FOLLOWS:

Section 1. Findings, Purpose and Intent.

A. This Ordinance is adopted by the City Council pursuant to the City’s police powers to protect the health, safety, and welfare of the public.

B. The Land Use Development Code provides for the orderly use and development of all property in the City and to create locational and development standards that ensure greater compatibility with surrounding land uses and community character. The City Council finds that it is desirable to review and consider the amendment to the sign ordinance as part of the City’s development code.

C. The new ordinance eliminates the potential clutter of illegal signs by continuing to establish specific guidelines for the construction, design, and placement of off-site subdivision directional signs.

D. The City Council finds that the recent accession of residential tracts facilitates the need to revise the sign code to include the ability to reestablish the number of allowable off-site subdivision directional signs through a resolution.

E. The City Council finds that the overall use and development of land should be designed for the protection of the public health, safety and welfare; that it is important to ensure that the establishment of the new sign ordinance conforms to a plan of logical and orderly development of the land.

Section 2. Chapter 17.18.190 is amended in Title 17 of the Loma Linda Municipal Code, to read as follows:

17.18.190 Off-site subdivision directional signs.

- A. **Off-site subdivision directional signs** may be used to lead customers to the subdivision sites within the city. **The number and locations of such signs shall be as set forth by resolution of the City Council.**
- B. Signs shall be no longer than sixty inches by nine inches and shall be grouped on a two-sided sign structure as shown in "Exhibit A," attached to Ordinance 322. Such structure shall contain no more than seven tract identifications.
- C. An off-site subdivision directional sign structure shall be located not less than six hundred feet from another off-site subdivision directional sign structure site. Further, each sign may only contain the name of the subdivision, and a directional arrow.
- D. The placement of each sign structure shall be reviewed and approved by community development director **and is subject to a sign permit.**
- E. A right-of-way encroachment permit shall be obtained from the director of community services prior to the placement of all signs.
- F. A sign location shall be submitted to and approved by the director of community services prior to the placement of all signs.
- G. Any such sign approved for a particular subdivision within the city shall not be changed to advertise another subdivision without prior approval of the community development director.
- H. There shall be no additions, tag signs, streamers, devices, display boards, or appurtenances added to the sign as originally approved. Further, no other directional signing may be used such as posters, or trailer signs.
- I. The sign shall be allowed until the subdivision is sold out.
- J. The off-site subdivision sign program may be implemented and installed through the Building Industry Association (BIA) if an agreement is approved for the regulation and control between the city and BIA. All off-site subdivision signs shall be regulated and installed per the agreement and approvals between the BIA and the city. The BIA shall not install new structures without the express written consent of the community development director.

Section 3. Penalties. If any person shall violate any of the provisions of this Ordinance, or fail to comply with any of the mandatory requirements of this Ordinance, he shall be guilty of an infraction. Any person convicted of an infraction under the provisions of a City Ordinance shall be punishable by (1) a fine of not more than one hundred dollars (\$100.00) for a first violation; (2) a fine not exceeding two hundred

dollars (\$200.00) for a second violation of the same Ordinance within one year and (3) a fine not exceeding five hundred dollars (\$500.00) for each additional violation of the same Ordinance within one year. Each such person shall be deemed guilty of a separate offense for every day during such portion of which any violation of this Ordinance is committed, continued or permitted by such person, and shall be punishable therefore as provided by this Ordinance.

Section 4. Validity. If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be invalid, such holding or holdings shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have passed this Ordinance and each section, subsection, sentence, clause and phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

Section 5. Posting. Prior to the expiration of fifteen (15) days from its passage, the City Clerk shall cause this Ordinance to be posted pursuant to law in three (3) public places designated for such purpose by the City Council.

Section 6. Severability. If any section, subsection, subdivision, paragraph, sentence, clause or phrase of this Ordinance or any part thereof is for any reason held to be unlawful, such decision shall not affect the validity of the remaining portion of this Ordinance or any part thereof. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase thereof, irrespective of the fact that any one or more section, subsection, subdivision, paragraph, sentence, clause or phrase be declared unlawful.

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This Ordinance was introduced at the regular meeting of the City Council of the City of Loma Linda, California, held on the ____ day of _____ and was adopted on the ____ day of _____ by the following vote to wit:

Ayes: _____

Noes: _____

Abstain: _____

Absent: _____

Floyd Petersen, Mayor

Attest:

Pamela Byrnes-O'Camb, City Clerk

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Attachment B

(Draft Resolution)

RESOLUTION NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOMA LINDA AMENDING CHAPTER 17.18.190 OF TITLE 17 OF THE LOMA LINDA MUNICIPAL CODE TO AMEND THE REQUIREMENT THAT LIMITS THE NUMBER OF OFF SITE SUBDIVISION DIRECTIONAL SIGNS.

SECTION 1. RECITALS

(a) WHEREAS, the Land Use Element of the Loma Linda General Plan requires the City to encourage a harmonious mix of residential, commercial and industrial land uses which will generate sufficient tax revenues to pay the costs of maintaining the desired levels of services and adequate infrastructure facilities, and it also states that the City will "Require that the design and siting of new residential development meet locational and development standards that ensure compatibility with adjacent land uses and community character", and

(b) WHEREAS, the proposed amendment to the Land Use Development Code is consistent with the goals and policies of the City of Loma Linda General Plan, and

(c) WHEREAS, the City has a responsibility to assure adherence to the General Plan in meeting the needs and desires of its residents and the community in general, and

(d) WHEREAS, the Planning Commission of the City has considered these proposed amendments at a duly noticed public hearing on December 7, 2005, and recommended that the City Council adopt the proposed amendments, and

(e) WHEREAS, the proposed amendment to the sign ordinance states that the maximum number of kiosk signs utilized at any one time is set at eighteen (18) out of twenty-two (22) approved locations and shall require and meet the conditions for a sign permit.

(f) WHEREAS, the Department of Community Development of the City has evaluated the potential environmental impacts that could result from the adoption of an ordinance establishing standards and review procedures for residential kiosk directional signs in the City, and has found that the proposed zoning regulations are not subject to the California Environmental Quality Act (CEQA) and CEQA Guidelines, and

(g) WHEREAS, the City Council has reviewed and considered the information in the Agenda Report, as well as public testimony presented at the hearing.

SECTION 2. ANALYSIS

NOW, THEREFORE BE IT RESOLVED, FOUND AND DETERMINED BY THE MAYOR AND COMMON COUNCIL THAT:

(a) Chapter 17.18.190 of the Loma Linda Municipal Code was amended to revise the requirement that limits the number of off-site directional kiosk signs to twelve (12).

- (b) Through resolution the City Council shall revise and amend the number of approved locations to twenty-two (22) and the number of signs placed at any given time to eighteen (18).
- (c) The number of approved locations and the number of placed signs may be revised at the discretion of the City Council.

SECTION 3. CERTIFICATION OF THE AMENDMENTS TO THE SIGN ORDINANCE NOW, THEREFORE BE IT RESOLVED, FOUND AND DETERMINED by the Mayor and Common Council that revisions to Chapter 17.18.190 of the Loma Linda Municipal Code (Development Code Amendment No. 05-03) is certified.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF LOMA LINDA hereby adopts the amendments to the Land Use Development Code as official policies, standards and conditions for the City and for the development of future residential projects.

APPROVED AND ADOPTED this 10th day of January 2006 by the following vote:

Ayes:

Noes:

Abstain:

Absent:

Floyd Petersen, Mayor

ATTEST:

Pamela Byrnes-O'Camb, City Clerk